Digital Communications and Outreach to Generation Z on Getting a Good Financial Start



Project Title	Digital Communications and Outreach to Generation Z on Getting a Good Financial Start
Summary	Be the voice to reach your generation as they begin their careers to help them get a good financial start. Develop and deliver engaging digital communications and outreach to create awareness and understanding and empower Generation Z.
Country	United States

Project Description

If you are creative and energetic join us to develop and deliver engaging, motivating and empowering communications, education and outreach for Generation Z. Develop social media content (including blogs, tweets,

infographics) on financial planning including taking advantage of employee benefits such as retirement and health benefits. Create outreach (webcasts, podcasts, workshops and more) to share tools and provide education for those starting their career to help them get a good financial start in life on the path to a secure financial future. Brand and market materials and analyze data to develop effective and impactful digital content and outreach materials. Be part of a larger financial literacy campaign reaching workers of all ages by leading the efforts to reach and empower early career workers.

Required Skills or Interests

SKIII(S)	
Data analysis	
Data visualization	
Design thinking	
Educational design	
Graphic design	
Infographic design	
Marketing	
Research	
Social media management	
Storytelling/blogging/vlogging	

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Additional Information

The Department of Labor's Employee Benefits Security Administration oversees the federal laws that govern employee benefits, such as retirement and health benefits. As part of this responsibility, we provide education and outreach for college seniors about to start their career through workers about to retire to help them understand their benefits and the protections under federal law for those benefits. We also provide education on financial planning, which includes taking advantage of employee benefits, to help workers meet their short term financial goals while saving for future financial security. For more information, visit savingmatters.dol.gov.

Language Requirements

None